



How to Market Books, Fourth Edition: The essential guide to maximizing profit and exploiting all channels to market

By Alison Baverstock

Kogan Page Limited/Viva Books, 2008. Softcover. Book Condition: New. First edition. How to Market Books has for many years been the place to turn for professionals in an industry charged with maximizing revenues and minimizing costs. In recent years the selling and marketing of books has come under more and more pressure. The industry has become dominated by the larger chains, new channels to market, and new players such as supermarkets. This book provides answers for the publishing professional whose job it is to market and sell books in today's increasingly competitive bookselling environment. Whether you are a marketing or sales director, manager or executive, How to Market Books shows you best-practice ways to maximize marketing's return on investment and deliver top-line growth for your publishing company. For all publishing staff, whatever their area of responsibility, for authors, booksellers, librarians and academics teaching publishing and related subjects, it is vital background reading. Key content includes: The different types of promotional format ? Writing effective copy and the layout of marketing materials ? Direct marketing ? Online marketing ? Successful PR and the media ? Advertising, promotions and events ? The marketing budget and low cost ?guerrilla? marketing Used throughout the...



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